

**National Highway Traffic Safety Administration**  
**“Click It or Ticket” May 2015**  
**Media Buy Summary**

**SUMMARY**

The “Click It or Ticket” paid advertising campaign will run from May 11 – May 25. A combination of television, radio, online, and Hispanic media will be used to reach our target audience of men 18-34. Added value and bonus weight may run until May 31.

The television portion of the plan has been reduced, though still enjoys the greatest share of budget, in order to increase the share of budget to digital. As discussed in detail in the media plan, time spent with television has continued to decrease among Millennials, while time spent with digital devices continues to increase. With these two vehicles being the largest distributors of video to Millennials their budgets are becoming close to equal.

Total value of this buy is \$7,344,533.74. Below is a summary.

**TV**

The English language portion of the “Click It” paid media plan represents just shy of 36% of the total budget. These dollars have been allocated to a broadcast (Fox) network and several cable networks.

Networks used not only have programming geared to the NHTSA young male audience, but also enjoy a high composition of men 18-34, men 18-34 who drive pickup trucks, and African American men 18-34.

**Adult Swim**

The network is one of the best performing networks on the schedule for men 18-34. The late night units all run with two telecasts and the overall plan will generate a guaranteed 26 men 18-34 GRPs.

Adult Swim

Adult Swim :15 Unit

Adult Swim Prime

Adult Swim Prime :15 Unit

**Comedy Central**

Comedy Central enjoys a high index of usage among men 18-34, men 18-34 who drive pickup trucks, and African American men 18-34. Much like Adult Swim, Comedy Central also has a high index of viewership among those who are light users of television. Several dayparts will be used, including prime and late night. The plan will generate 21 men 18-34 GRPs.

Archer Prime  
At Midnight  
At Midnight Encore  
Big Time in Hollywood Premiere  
Early Fringe  
Late Night  
Morning  
Prime  
Weekend Afternoon  
Weekend Fringe

### **Discovery Channel**

The plan on Discovery will use Motor Monday that runs in Prime and repeats in late night. NHTSA will also appear on Exploration Discovery that runs in Prime, and also has late night repeats. Other programming will run throughout the day with this plan generating 11 men 18-34 GRPs.

Motor Monday  
Exploration Discovery  
Motor Monday  
Discovery Afternoon  
Discovery Saturday  
Discovery Mornings  
Discovery Afternoon

### **ESPN, ESPN2, ESPNNews**

Programming on ESPN will include Major League Baseball, NBA Conference semi-finals and finals, as well as, SportsCenter. NHTSA will also receive, as added-value, SportsCenter set integrations during SportsCenter AM programming. NHTSA will receive 5 of these integrations. Programming on ESPN2 will include First Take, His & Hers, Mike & Mike, SportsNation and NBA Tonight. ESPNNews will run NHTSA on Scott Van Pelt, Soccer and SportsCenter. These networks together will generate 45 men 18-34 GRPs.

### **ESPN**

MLB: Weeknight w/Rpt  
NBA Conf Semifinals w/Rpt  
NBA Conference Finals w/Rpt  
SportsCenter w/Rpt  
SportsCenterw/2 Rpts  
SportsCenter Live  
SportsCenter

### **ESPN2**

E2 Documentary Series  
First Take w/Rpt  
His & Hers  
Mike & Mike  
SportsNation w/News Rpt  
NBA Tonight  
Soccer

**ESPNews**

Scott Van Pelt

Soccer

SportsCenter w/Overnight Rpt

**Fox Broadcasting**

The plan on Fox will use top animated programming such as The Simpsons and Bob's Burgers, as well as the new program "The Last Man on Earth". Late Night, which performs very well for young men, will be used to generate frequency with 8x units.

**MTV2**

Between MTV2 and MTV, MTV2 has a much higher composition of young men.

Programming will be scheduled across the broadcast day. This plan will generate 12 men 18-34 GRPs.

Afternoon

Enhanced Prime

Evening Fixed

Evening Fixed :15 Unit

Extended Day Fixed

Joking Off Premiere

Mid-Day

Morning

Overnight

**Revolt**

This is a new cable network created by Sean "Diddy" Combs. The network delivers music videos, live performances, news and interviews. The network is currently available in 30 million homes and will reach 50 million homes this summer.

This plan will run on the Revolt cable network, as well as, on the digital platform.

We are working on custom content that Revolt will produce for NHTSA. Sean Combs has agreed to send a Tweet with the "Click It" message to his 10,300,000 followers.

Breakfast Club

Early Morning Rotator

Early Morning Rotator - Interstitial - CAP

Daytime Rotator

Daytime Rotator-Interstitial-CAP

Early Fringe Rotator

EF Rotator-Interstitial-CAP

Weekend Rotator

REVOLT Live

Prime Rotator

Prime Rotator-Interstitial-CAP

Late Fringe Rotator

**TBS**

TBS is one of the highest rated cable networks for reaching men 18-34. Programming will be scheduled across the broadcast day and will include Family Guy/American Dad in Prime and Conan O'Brian in late night.

This plan will generate 17 men 18-34 GRPs.

Daytime

Comedy Block 1 :15 Unit

Early Morning

Latenight

Moonlight Theater

Weekend :15 Unit

Conan (2 T/C) :15 unit

Family Guy/American Dad

**Turner Sports**

The Turner Sports plan will run on TNT and NBA TV.

On TNT the plan will run within NBA Conference Finals games and pre-games, along with Inside the NBA.

The NBA TV plan will run across the broadcast day. These two networks will generate about 31 men 18-34 GRPs.

**TNT**

NBA Conference Finals :15 Unit

NBA Pre-Conference Finals :15 Unit

NBA Playoffs 2nd Round :15 Unit

NBA Playoffs Conf. Finals :15 Unit

Inside the NBA Playoffs :15 Unit

**NBA TV**

Morning

Daytime

Fringe

Prime

Late Night

Overnight

**Univision Networks**

The Spanish language networks within the Univision package include the broadcast networks of Univision, Unimas and the sports network Deportes. Galavision is a cable network that is found in those markets with a high concentration of a Spanish language reliant audience.

### **Galavision**

This cable plan will run on prime, late night, weekend and sports programming. Being a cable property Galavision is more efficient at reaching young men than its broadcast partners, however the broadcast networks do deliver more reach. The plan on Galavision will deliver just shy of 3 men 18-34 GRPs. The Univision package as a whole will deliver close to 18 men 18-34 GRPs.

Prime ROS  
Late Night ROS  
Weekend Daytime ROS  
Sports ROS

### **Unimas**

The plan on Unimas will run primarily in prime and late night with a movie package on the weekend. This plan will deliver 7 guaranteed men 18-34 GRPs.

9P Series  
Cine de las Estrellas  
1AM Series  
2AM Series  
CinePlex  
Cine En Familia

### **Univision**

The plan on Univision will include news, prime and late night programming. Included in the prime and late night programming are the ever-popular novelas, or soap operas that appeal to men as well as women. Univision Deportes is included with the Univision buy and works as the sports programming source for this plan. NHTSA will run across the broadcast day and will also run in soccer game coverage.

The Univision plans will deliver just over 8 guaranteed men 18-34 GRPs.

### **Univision**

Noticiero Univision  
Novela  
Durmiendo Con Mi Jefe  
Aqui Y Ahora  
Estrellados  
Al Punto

### **Univision Deportes**

Early Morning ROS  
Daytime ROS  
Locura Deportiva Radio Show  
Futbol Club  
Late Night ROS  
Weekend Daytime ROS  
LMX Playoffs Live Games

## **USA**

The basis of the plan on USA is the WWE wrestling programming. Not only does the WWE generate high ratings for the demo, it is also very good at reaching those young men who drive pickup trucks. WWE wrestling programming is supported by late night/overnight programming as well as the still popular Law & Order franchise. This plan will generate 11 GRPs.

Overnight

Overnight :15 Unit

Law & Order Marathon :15 Unit

Law & Order :15 Unit

WWE Raw :15 Unit

WWE Raw

## **RADIO**

The network radio portion of the plan represents 12% of the total paid media budget. Radio runs in support of the television campaign to extend reach to lighter users of television, and to build frequency to those exposed to the CIOT message on TV.

## **GENERAL MARKET:**

### **Westwood One**

- RADAR Networks
  - NHTSA will run on stations throughout the country with formats that have a high young M18-34 listenership
- Formats included in the plan will be Country, AC, CHR, Urban, Pop, Sports, NASH Nights & Rock networks
- Personality Programming - Includes talent such as Whitney Allen, Lia and Zach Sang and the Gang
- Custom Integrations & Live Reads
  - NHTSA 7<sup>th</sup> Annual Memorial Day Music Special
    - Total of 3, 4-hour music specials
    - Formats - Country, Classic Rock and Rock
    - Twenty-five (25) :30 spots
    - Six (6) :10 features (2 per show)
    - Six (6) :05 opening/closing sponsorship billboards
  - Custom NHTSA Feature in the below shows:
    - NHTSA Memorial Day Music Special
    - Big Time with Whitney Allen
    - Country Countdown USA with Lon Helton
    - Lia
    - Zach Sang and the Gang
  - Opportunity for Administrator to be interviewed by above talent and run as :60 vignette
    - 3 interviews within the 5 shows above (interviews are subject to talent availability and administration schedule)

### **Premiere**

- NHTSA will utilize network programming that has a high composition of M18-34 listeners
- Formats included in the plan will be Country, Rock, AC, CHR, Urban and Sports
- Voiced shows included in the plan and ALL talent fees have been waived for NHTSA
  - After Midnite with Cody Alan
  - Fox Sports – Ben Maller
  - JT the Brick
  - Steve Gorman
  - Side Show Countdown with Nikki Sixx
  - Elvis Duran
  - John Boy & Billy
- Added-Value with Premiere
  - All talent fees waived
  - Minimum of 10% bonus on general market buy
  - Opportunity for Administrator to have three interviews
  - 7x hourly sponsorships across the flight as “shout outs” on the air

### **Performance Racing Network**

- NHTSA will utilize PRN to reach the M18-34 NASCAR Enthusiast
  - Sprint Cup Race
  - XFINITY Series
  - Racing Country
  - Fast Talk
  - The Pit Reporters
- :10 Live Reads will also be used as tag lines during the flight to send out “Click It or Ticket” messages to listeners
  - Read positioned for the Sprint Cup Pre-Race interview
  - Read positioned for the XFINITY Series Pre-Race interview
- Social Media Component
  - Facebook
  - Twitter
    - Liners will be provided by NHTSA to PRN
    - Posts, Tweets and Social Media Messaging with links provided

### **Sun Broadcast Group**

- NHTSA will utilize network programming that has a high composition of M18-34 listeners
  - Top 40, AC, Country and Rock
- Added-Value with SBG
  - Pre-Recorded Interview
  - FITZ Live-Reads
  - 5% Minimum Bonus Weight - :30 spots

## **HISPANIC:**

### **Entravision**

- NHTSA will utilize network programming that has a high composition of Hispanic M18-34 listeners
  - Entravision Select Network
- Nationally Syndicated – “El Show de Erazno y La Chokolata”
  - Known as the Saturday Night Live of Spanish Radio that airs every weekday for 5 hours
  - Produced and Live Spots M-F with Erazno
  - Billboard for Sponsorship
  - Live call-ins from audience answered by Erazno with a CIOT message
  - Social components
    - Erazno.com
    - Twitter
    - Facebook

### **HCN**

- HCN offers NHTSA a unique approach that departs from traditional ad buys. Daily radio mini-programs air on over 200 stations not only in top urban Hispanic DMAs, but also midsized, rural and emerging markets nationwide.
- National Radio Network
  - Radio Productions – 2 new :60 celebrity spots featuring celebrity artists promoting the CIOT message
  - National Distribution and Placement
    - La Red Hispana Radio Network of 200+ radio affiliate stations
    - 25 Sponsored and 32 added-value program integrations
- Bienvenidos a America
  - :60 segments will air 3 times during each show
  - :90 Law feature on seatbelt enforcement
  - 3 Live mentions by show host Jose Lopez Zamorano
  - 3 repeat broadcasts of the :60 Abrochado o Multado celebrity productions
- Celebrity Spokesperson
  - Rights to music, images and renewed endorsements by 2 of the following artists:
    - Daddy Yankee
    - Los Huracanes del Norte
    - El Gran Combo
    - Conjunto Atardecer

### **ESPN Deportes**

- NHTSA will utilize ESPN programming that has a high composition of Hispanic M18-34 listeners
- Added-Value Components
  - Copa Libertadores (4 Games)
    - 4 Live Billboards in each game
  - Liga MX (2 Games)
    - 4 Live Billboards in each game
    - Feature Sponsorship in each game
  - UEFA Champions League (1 Game)
    - 4 Live Billboards in the game
  - ESPN Deportes Talk Programming
    - 15 “Click It or Ticket” Billboards per week

### **Sun Broadcast Group**

- NHTSA will utilize network programming that has a high composition of Hispanic M18-34 listeners
  - Latino Advantage Plus
  - Tu Sonido
  - AccuWeather En Español
- Added-Value with SBG
  - :05 Billboards sponsored by NHTSA with every AccuWeather spot
  - 5% Minimum Bonus Weight - :30 spots

### **ONLINE**

The online portion of the “Click It or Ticket” media plan will represent just about 36% of the total paid media budget.

The plan will use publisher direct placements along with online networks and programmatic placements.

#### **Display**

Display advertising will be delivered mostly through programmatic buying. This is buying the audience, and not the site. Advertising will be delivered to those who fit the following targeting –

- M18-34
- M18-34 who love to drive

Managed DSP – This demand-side-platform has been the top performing DSP to date for agency metrics including click percentage, low fraud and high viewability. Very competitive pricing across the targeting described above.

The ExchangeLabs – Performed well on the Texting Enforcement campaign and over-delivered by 7MM impressions on that plan.

## Video

Video will be delivered by three suppliers using programmatic buying and cross-platform video, as well as a producer of custom sports highlight packages.

Managed DSP – Serves video using Behavioral targeting and demo targeting across all screens (desktop, tablet and smartphone)

Videology – A long time partner of NHTSA providing premium programmatic video using private and premium exchanges. Videology provides exceptionally low fraud rates and high visibility.

TapAd – A cross-platform video provider with proprietary data that correlates devices to a specific user. In effect TapAd will adjust delivery to the best device to reach the target audience member.

Silver Chalice – A NHTSA partner for the past couple of years. Silver Chalice is a custom content producer of sports highlights packages syndicated across high profile platforms like Yahoo. “Click It or Ticket” brand messaging will be integrated in syndicated sports highlight packages and their Campus Insiders (reporters on campus throughout the country) college sports content. Additional impressions served as traditional pre-roll and display.

## Publisher Direct

Publisher direct buys will be made with NASCAR.com and Spin Media.

NASCAR.com – Live race in-stream video and high profile pre-roll in custom race content, as well as, ROS display.

Spin Media – A NHTSA partner in the “Drive Sober” plans for the past couple of years. Spin Media sits at the center of the millennial conversation. Spin Media will organically position “Click It or Ticket” in the center of the music and entertainment space.

## Streaming

Streaming, radio stations online, will run with iHeart Media and Pandora.

iHeart Media – This plan includes customizable streaming platform and terrestrial station streaming with display, video and social promotions from DJs.

Pandora – A long time NHTSA partner that is a large scale national streaming platform with user behavioral targeting that includes heavy audio anywhere (mobile) and bonus display impressions.

## **BuzzFeed**

BuzzFeed is a social news and entertainment website covering topics that range from politics, animals, business and DIY.

For the Texting Enforcement campaign last year BuzzFeed created a social video “Things You Think You Can Get Away With But Don’t”. This video garnered over 2.3 million views.

For the “Click It or Ticket” campaign BuzzFeed will again create a social video. These videos will place NHTSA’s “Click It or Ticket” program at the forefront of millennial males’ minds.

BuzzFeed will develop the following video that will be funny, informational and attention grabbing –

Times You Wish You Had a Do-Over

NHTSA’s message of Click It or Ticket is cleverly encapsulated in this video. The funny visuals of people rewriting the bad decisions of their lives will be contrasted with the immutable realities of making bad decisions that ruin your life — like not buckling your seat belt.

This plan carries a guarantee of 1,250,000 video views.

## **Defy Media**

Defy Media merged with Evolve where we used Break.com. Evolve and Break.com still exist, and make a lot of sense for the NHTSA audience, it’s just that it’s called Defy now.

The plan on Defy will use Break.com as well as the Defy Media Network using those sites with a young male audience.

The plan on Break will use high-impact creative units such as pushdowns (ad unit expands downwards), homepage takeovers, takeover skins with video, roadblocks and a mobile roadblock (mobiblock) on the Break app.

In addition to the high impact units NHTSA will receive a Break Movie Experience custom sponsorship. The sponsorship will include a skin, roadblock and pre-roll, which will run across the 15-day flight.

NHTSA will again sponsor articles with native content on subjects of great interest to young men.

On the Defy Media Network NHTSA will use the Page Engage unit. This expanding unit has always performed very well for NHTSA in past efforts. Along with the Page Engage, NHTSA will run pre-roll video and standard display banners.

Over 4 million impressions will run as added-value and the total plan will generate close to 19 million impressions.

## **Evolve**

NHTSA has been involved with Evolve for a number of years primarily through its site CraveOnline and the Crave Men's Network.

Evolve is the exclusive partner of EDM.com, the world's premiere destination for EDM content. EDM.com is #1 in reach among Electronic Dance Music (EDM) promotion platforms. The site enjoys 2MM+ unique monthly visitors who play over 70 million songs per month.

NHTSA will have ownership of exclusive event coverage that will include custom editorials, custom videos, and social amplification in a branded experience.

Custom features will include –

- 1x Custom Influencer video
- Up to 2 custom articles
- Social Amplification
- Co-branded promotion
- Sponsored SoundCloud Tracks (See below)
- Festival Coverage Roadblocks
- Cross Device Syndication

**SoundCloud** is a Swedish online audio distribution platform that enables its users to upload, record, promote, and share their originally-created sounds. According to the company's data, in December 2014, the service attracts more than 175 million unique monthly listeners, while content creators upload about 12 hours worth of audio every minute.

Potential EDM Festival Partnerships during the NHTSA "Click It" flight are –

- Movement – May 23<sup>rd</sup> in Detroit
- CounterPoint – May 22<sup>nd</sup> in Kingston Downs, GA
- Mysteryland – May 22<sup>nd</sup> in Beth Woods, NY

In addition to the EDM related placements NHTSA will also receive syndicated media placements –

- Targeted high-impact takeover with fully branded reskin and roadblock
- Major reach and scale across Evolve's network of relevant sites
- Efficient run-of-site media that runs across Evolve's portfolio and EDM.com
- Standard banners including the big half page unit
- Pre-roll video
- Roadblocks with custom reskin for high impact

This very robust plan will generate over 25 million impressions during the flight.

## **Google/YouTube**

The plan on Google/YouTube will use video on YouTube via skippable pre-roll known as True View, as well as, standard display on the Google Display Network and standard skippable pre-roll on the MiTU channels.

## **True View**

Video targeting will be against young men within the channel genres of Entertainment, Sports, Gaming and Auto. This should generate 2 million completed views.

## **Google display Network**

NHTSA will use the standard display sizes of 300x250, 160x600 and 728x90. Targeting is to young men in the categories of Games, Auto, Music and Sports sites. This plan will generate over 6.5 million impressions and 40,000 clicks.

## **MiTU**

The multi-channel network MiTU will be used to reach the young male Hispanic community using standard skippable pre-roll. MiTU will deliver 600,000 views over the flight.

All of the above will deliver views and clicks, and will also deliver nearly 22 million impressions.

## **Revision3**

Revision3 is a long time partner of NHTSA. This plan has the hosts of made-for-the-web television programs delivering the NHTSA message live. The hosts deliver the facts supplied to them and add their own voice and feelings to the message. They will really call out their young viewers for not wearing their seat belts.

Programs involved in this plan include:

- FullMag
- Phillip DeFranco
- Soldier Knows Best
- SourceFed Nerd
- Amplified

All program integrations include live host read/discussion and billboard.

This plan will generate 4.1 million impressions.

## **SessionM**

SessionM integrates loyalty marketing technology with ad serving and data management capabilities to drive personalized, mobile first consumer relationships.

SessionM is used by hundreds of leading mobile apps to reward their users as a “thank you” for staying active with the app. SessionM gives brands and publishers the ability to create real-time, one-on-one connections with their audiences.

The plan on SessionM will use CPE (cost-per-engagement) video engagements targeted to men 18-34.

When an app user engages with the app that features SessionM’s mPoints incentive program the following will take place –

1. A male 18-34 user enters an app featuring mPoints, such as MTV News or Crackle
2. User completes an activity to earn mPoints – such as adding a video – and chooses to start a second action to earn additional points
3. The user is presented with an opportunity to earn additional mPoints, brought to you by NHTSA
4. A prompt appears encouraging user to launch NHTSA’s video. NHTSA will be billed only for completed :15 video views
5. At the end of the video the user earns his mPoints and views a post-video banner featuring additional NHTSA messaging
6. From the post-video screen the user can choose to watch additional videos on NHTSA’s YouTube channel or to visit the NHTSA Twitter or Facebook pages

The NHTSA plan with SessionM also uses a CPC (cost-per-click) custom display ad unit targeted to men 18-34.

When a user completes an in-app activity to earn mPoints the following happens –

1. User completes an in-app activity to earn mPoints and chooses to start a second action sponsored by NHTSA to earn a bonus
2. A banner with NHTSA messaging appears encouraging the user to interact with the brand by visiting the NHTSA YouTube channel
3. The user clicks on the NHTSA CPC banner and is directed to the NHTSA YouTube channel
4. NHTSA is charged only when the CPC banner is clicked

This plan on SessionM will deliver 130,000 engagements and 80,000 clicks.

### **Twitter**

NHTSA raised the bar with its previous Twitter and we will continue to promote NHTSA with this vehicle.

The plan on Twitter will use promoted tweets targeting handles, keywords, behavioral, and TV targeting. Targeting will include Evergreen targeting (all things important to young men), NBA targeting and NHL targeting. NHTSA is fortunate that during the “Click It” flight the NBA and the NHL are in playoffs.

Some examples of handles and keywords are: @break, @Menshumor, @Mensfitness, @NBA, @KingJames, and keywords of NBA, Lebron, Playoffs, NHLNetwork, goalies, and canucks.

Promoted videos will be used as well and will be targeted by TV Targeting based on the NHTSA television buy, as well as, other programming that is relevant, as well as the kind of handles described above.

Now for the numbers. This plan should realize the following:

Total engagements – 1.1 million

Impressions – 13,732,646

Clicks – 1,071,769

### **WWE.com**

The plan on WWE.com will include the following elements –

- Facebook & Twitter Promotion
- Cross-Platform Takeovers
- Pre-Roll
- Mobile
- Display

### **Facebook & Twitter**

The “Click It or Ticket” campaign will receive promotion from a group of WWE Superstar’s Facebook pages or Twitter handles:

- Kofi
- Big E
- Xavier Woods
- Cesaro
- Natalya
- Paige

### **Cross-Platform Takeovers**

Takeovers will run on the Homepage, RAW section and Smackdown section.

Takeovers include the following elements –

- Leaderboard
- Rectangle Top
- Custom Skin
- Rectangle Bottom
- Video Pre-Roll
- Video Companion
- Mobile display
- Mobile Video

### Pre-Roll

Pre-roll will be distributed across multiple WWE platforms, including WWE.com, WWE mobile platforms and YouTube.

### Mobile

Sizes will include –

Smartphone: 280x50, 320x50, 300x250

Tablet: 320x50, 280x50, 728x90

### Display

All standard display sizes will be used across desktop, smartphone and tablet devices.

This plan will generate over 17.3 million impressions.